



Kinnelon School District Teacher Website Guidelines

The creation of web pages broadens the availability of information pertaining to instructional resources, general policies and classroom activities. It is recommended that all teacher web pages have common elements. Therefore, website authors should be familiar with and practice the following requirements and guidelines.

Requirements

Home Page

There must be:

- ❖ Biographical Info: You may post biographical information that is work related: professional credentials, areas of certification, work history, degrees confirmed, etc. You can include travel that is work-related, but not personal. Do not include personal information. Do not post information that includes, but is not limited to: information about your family, childhood, or personal activities. Do not post photos of your family members.
- ❖ Picture/clip art (something indicative of their subject, must be certain it is not copyrighted)
- ❖ Quote/saying under picture
- ❖ Class content/overview (short summary for year and/or a current unit description). These should align with approved course descriptions and Scope & Sequences
- ❖ Grading policy (can be copied/pasted from PowerSchool 6-12 ONLY)
- ❖ ***Must be included on teacher web page calendar:***
Upcoming tests/reviews/projects (include dates, any reviews, links, project requirements, etc.), homework – ***Must be updated on a weekly basis.***
- ❖ Contact information: email address, base room number, school phone extension

Advertisements

Links to other sites should be age appropriate and contain suitable content. Many websites include advertisements. Make certain that linked sites do not endorse inappropriate advertisers.

Personal Home Pages

Teachers may not link to

- ❖ current student web pages,
- ❖ their own personal web pages, or
- ❖ Your personal social networking sites (i.e., Facebook, Twitter, Instagram).

Identification of Students

- ❖ Obtain signed release form from the parent/guardian *and the student* when posting student-produced work. This includes, but is not limited to: poems, essays, stories, visual arts, etc. (Intellectual rights belong to the student who created it, and you must obtain permission to post it online.) Wherever student work is posted, there must be a statement at the bottom of the page that states: *Student works on this page are posted with permission. If you would like to request that any poem, (essay, photo of artwork, etc.) on this page be removed, please click here.* (Provide a link to your email address.) If you cannot obtain permission to works you currently have posted online, remove them immediately. **Teachers should proceed with caution and sensitivity in this area. (See Student Safeguards section.)**

Content Standards

Subject Matter

- ❖ All subject matter must relate to curriculum and instruction, school-authorized activities, or information about the Kinnelon School District.
- ❖ Staff or student work may be published only as it relates to a class project, course, or other school-related activity and must conform to the current policy regarding online publication of student information. (See Student Safeguards)
- ❖ Students, staff, and other individuals associated with the Kinnelon public schools may not use the district's web pages for personal matters.
- ❖ Solicitation for supplies and/or donations is not permitted without the approval of the principal.

Quality

- ❖ All work is to be free of spelling or grammatical errors.
- ❖ Documents may not contain objectionable material or point directly to objectionable material.
- ❖ When a question about a web page arises, teachers, media specialists, administrators and the tech staff will be consulted for recommendations. The Superintendent or his designate will make the final decision.

Student Safeguards

All district policies that pertain to student and staff data privacy issues will be followed as applicable to information presented on the district web pages. Additionally, these specific guidelines should be followed:

- ❖ **Visibility of teacher web pages must be set to PRIVATE (NOT public)**
- ❖ All web documents, etc. shall:
 - include only the first name of the student.
 - *not* include a student's home phone number or address or the names of other family members or friends.
 - *not* contain students' email addresses.

- ❖ No student work shall be published without the written permission of the student and parent or guardian.
- ❖ pictures or videos of students may be posted, ***only*** to parents, administrators, and staff.
- ❖ Publication of student work on a school website does not constitute the student relinquishing the ownership of the work.

Policies

The following additional policies apply to electronic transmissions of information, including web pages:

- ❖ All communications via the district web pages should be strictly educational and contain no content that can be construed as offensive. Inclusion of presentations or discussions that present concerns regarding possible offensive interpretation should be discussed with a building administrator BEFORE posting to a district web page.
- ❖ Any deliberate tampering with or misuse of district network services or equipment will be considered vandalism and will be handled as such.
- ❖ Do not use any clipart, photos, or text, or any other item on your site to which you do not have the right to use legally. With respect to copyright laws*, carefully read and abide by the *Terms of Use* when copying items from other Websites. If the *Terms of Use* require that you link back to their site, do not copy from that site.
- ❖ Do not provide a link to any commercial sites. This includes, but is not limited to: clipart sites, game sites, and any other sites that are set up for business or financial gain. (Links to adopted textbook publishers is acceptable if resources are available to students at these sites.)
- ❖ Do not provide a link to political or religious sites.
- ❖ Do not post a list of tutors online. This includes, but is not limited to, academic tutors or private lesson tutors in vocal or instrumental music. Teachers who offer their tutoring services for fee must not advertise on their KPS Websites. See policy for more information.

- ❖ Do not post any passwords. This includes, but is not limited to: EBSCO, SIRS, WorldBook, Study Island, etc. Links to these sites can be posted, but passwords are prohibited.
- ❖ Do not share your password to your Website with anyone, and do not allow students or patrons to edit your Website. Sign out of the Website when leaving your computer unattended.
- ❖ Please remember parents/guardians/students are afforded an opportunity to opt out of military recruitment under No Child Left Behind; therefore, do not provide links to military recruitment sites.

Technical Standards

In the interest of maintaining a consistent identity, professional appearance, and ease of use and maintenance, the following technical standards are established for all Kinnelon Public Schools District web pages.

- ❖ Edline/Blackboard is the only approved website provider for Kinnelon Staff.
- ❖ The teacher is responsible for:
 - ensuring that the web pages meet the Requirements, Content and Technical Standards listed above,
 - editing their web pages, and
 - checking the accuracy of links at least once per quarter.

These Teacher Website Guidelines are a living document and as such will be updated as needed in response to the ever changing nature of technology and its applications.